



2021 Cobber Challenge

Entry Terms and Conditions

The promoter is Ridley AgriProducts Pty Ltd ABN 94 006 544 145 (Ridley AgriProducts). Cobber is a registered trademark of Ridley AgriProducts, whose address and telephone number appears below.

Ridley AgriProducts Pty. Ltd.

PO Box 16187, Collins Street West, VIC 8007

Phone: 1300 666 657

Competition

The 2021 Cobber Challenge (Cobber Challenge) is a three-week competition entered by owners of working dogs to record the duration, speed and distance of their nominated working dog. By submitting an entry to the Cobber Challenge, you agree to the terms and conditions contained herein.

Competition Timings

All times and dates contained herein are Australian Eastern Standard Time (AEST) unless specified otherwise.

The competition opens for entries at 12:01am on Monday 31 May 2021 and entries close at 11:59pm on Sunday 27 June 2021.

Competitors will be announced via Facebook at 12:00pm on Monday 12 July 2021 and all selected entrants will be contacted by telephone and email no later than 5:00pm on Friday 9 July 2021.

The Cobber Challenge period commences Monday 16 August 2021 and concludes on Sunday 5 September 2021.

The winner of the Cobber Challenge will be announced via Facebook and Instagram on at 1:00pm on Monday 6 September 2021.

Requirements of the competition

Your nominated dog will wear the GPS collar provided by Ridley for each day of the competition period and you will upload each day's data to the nominated portal. The collar and all equipment provided will be returned to Ridley in good working order within 14 days of the conclusion of the Cobber Challenge period. I understand that if I fail to return the GPS collar and other equipment provided to me (for example, including but not limited to, Go Pro camera, camera harness etc.) in good working order I may be charged for the replacement value of the equipment.

The dog that is nominated will be the only dog which captures data.

By entering this promotion, I agree to participate in media throughout the duration of the promotional period and for a reasonable time thereafter. I acknowledge that I will wear the Cobber branded apparel, as provided to me, for all media appearances.

I agree to provide Ridley with photos and videos of my dog and /or myself at work, for use on social media.

If my dog is awarded the winner of the Cobber Challenge, I agree to participate in media engagements and / or social events following the conclusion of the Cobber Challenge.

Your key contact for the competition will be from Ridley's nominated agency partner, Currie Communications. All queries should be directed to this contact in the first instance. Currie Communications will direct you and advise which media commitments require your participation as they arise, with at least 24 hours' notice.

Personal Information and Media

By entering this promotion, I consent to Ridley AgriProducts using my personal information (including, but not limited to, my name, work address and visual content containing me and / or my dog) for promoting the Cobber Challenge and for other promotional activities that feature the Cobber Challenge or Cobber brand indefinitely.. I grant Ridley the right to use my personal information on all its marketing platforms including, but not limited to – its websites, social media sites, publications, and collateral. I understand that Ridley's use of these platforms will distribute my personal information widely. I grant Ridley the right to, in good faith, edit visual content containing me or my dog before use. Visual content includes but is not limited to photographs and videos.

I acknowledge that by agreeing to these terms and conditions I release Ridley, its agents, officers, and employees from any and all claims and demands arising out of or in connection with the use of my personal information including claims for invasion of privacy, defamation, or financial compensation.

By entering this promotion, I agree to participate in media throughout the duration of the promotional period.

Prize Details

The winner of the Cobber Challenge will be awarded a trophy, 10 (ten) 20kg bags of Cobber Working Dog food and \$3000 cash prize (as the local currency for the winner – either Australian Dollars or New Zealand Dollars, to be deposited into a nominated bank account within 60 days from the end of the competition). The prize is not transferable, exchangeable or redeemable for additional cash. The prize includes delivery in Australia and New Zealand only.

I acknowledge that if my dog is declared the winner of the Cobber Challenge, the \$3000 cash prize may only be spent on any or all of the following:

- a) a working dog breeding program,
- b) further training for your working dog,
- c) participation in working dog trials.

Method of Entry

All entries are to be made online through the promotional website www.cobberchallenge.com.au only. The entry form must be fully completed to be eligible for selection to compete in the 2021 Cobber Challenge.

Entry is limited to one entry per dog, although an individual may enter multiple times with multiple dogs. I understand that if I enter multiple times that only the selected dog will record entry data.

Failure to comply with this condition will disqualify me from competing in this Cobber Challenge and any future Cobber Challenges.

Following the conclusion of the entry period, applicants will be selected by Ridley staff, of which their decision is final and no further correspondence will be entered into.

Terms and Conditions of Entry

Information on Competition, Competition Timings, Requirements of the Competition, Personal Information and Media, Prize Details, Method of Entry, Force Majeure and Exclusion of promoter's liability form part of these Terms and Conditions.

The competition is open to all Australian and New Zealand residents, (except the promoter's employees and their families) who successfully submit a fully completed entry form on the promotional website www.cobberchallenge.com.au.

Ridley reserves the right to retain all entrants contact details, which may be used for future marketing purposes. Ridley will not share this information with any other third parties except for the purposes of direct promotion or communication.

The competition is to be promoted through trade partners, social media and digital channels throughout the promotional period.

Ridley accepts no responsibility for entrants that are unable to access the entry website.

Force majeure

If for any reason beyond the reasonable control of the promoter any aspect of this promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated (including, but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any cause beyond the control of the promoter which corrupts or affects the administration, security, fairness, integrity or proper conduct of this competition) the promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any claimant or winner; (b) invalidate any claims; or (c) to modify, suspend, terminate or cancel the promotion, as appropriate.

Exclusion of promoter's liability

Except for any liability that cannot be excluded by law, the promoter (including its officers, employees and agents) excludes all liability (including negligence and any omission or breach), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of the promotion, including, but not limited to, where arising out of the following: (a) any technical difficulties or equipment malfunction (whether or not under the promoter's control); (b) any theft, unauthorised access or third party interference; (c) any claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the promoter) due to any reason beyond the reasonable control of the promoter; (d) any tax liability incurred by a claimant; or (e) participation in the promotion.